

VISITORS AND CONVENTION COMMISSION OCTOBER 16, 2007

Human Resources Director Barbara Gershon called the meeting of the Visitors and Convention Commission to order at 4:07 p.m. on October 16, 2007, in the City Hall Conference Room.

Present: Commission members Dotty Randall-Stapleton, Gary Leif, Jane Green and Roger Brandt. Chair Tom Ryan arrived at 4:26 p.m.

Absent: Commission members Paul Zegers and Georgia Stiles.

Others present: Human Resources Director Barbara Gershon, Administrative Assistant Koree Tate and Bureau Director Jean Kurtz.

INTRODUCTIONS

Introductions were made including new commission members Jane Green and Roger Brandt. Brandt indicated he relocated to Roseburg as his spouse is now Executive Vice President for Umpqua Community College and spoke about his community involvement in Walla Walla, Washington and its similarities to Roseburg.

HOTEL/MOTEL TAX FUND

Gershon reviewed the budget through September 2007, noting that restricted funds have a future income source while unrestricted funds do not. The budget total as of September is \$165,746.56. The Commission was reminded that hotel/motel funds also go to economic development and the Street Light/Sidewalk Fund because we not only want people to stay here, but want it to look nice and have a place for people to walk.

FESTIVAL OF LIGHTS GRANT APPLICATION

The Festival of Lights requested \$5,000 to expand festival marketing to Eugene and Medford. It was noted that the Bureau sponsored \$5,000 for advertising purposes for outreach marketing. Ryan pointed out that in years past the Commission granted funds to help start this event, and it no longer fits the Commission's objectives and does not generate overnight stays. Leif agreed and noted the Festival now generates sufficient revenue to be distributed for their sponsorships/scholarships. Randall-Stapleton liked the program but agreed the request for money is not appropriate at this time. Leif moved to deny the Festival of Light's application for a grant. Motion was seconded by Randall-Stapleton and carried unanimously.

GLIDE WILDFLOWER SHOW GRANT APPLIATION

The Glide Wildflower Show requested \$1,500 for expanded publicity for their April 2008 show. Randall-Stapleton opted to not participate with this grant due to family relations. Brandt reported on internet research he conducted regarding the Show and found the following: 1) Many people are checking the website from different areas; 2) There is a link to Douglas County, but not to the Visitor Center or the City Website; 3) 1200 people were over 18 years of age while 400 were under age 18; 4) hits from Bend, Salem, Eugene, Portland, Medford and other outside areas can potentially bring hotel business to Roseburg. Ryan suggested granting the funds upon condition that the City of Roseburg Website link be added to their web page and attendance records be better tracked. The Bureau is going to give

\$500 for marketing purposes. Randall-Stapleton stated that the flower show is impressive, but geared towards people with that specific niche. The groups who gather the flowers are very focused and have been doing this for many years. They were featured in a magazine this last year. Leif moved to award this grant of \$1500 with the stipulation that attendance be tracked with more detail and reported to the Commission. Motion was seconded by Green and carried with Randall-Stapleton abstaining.

VISITORS AND CONVENTION BUREAU ANNUAL REPORT

Kurtz briefly discussed the new annual report. The Bureau is now using the "rubber tire" marketing option. In 1999, the Land of Umpqua branding campaign began and is included in Sunset Magazine, AAA Magazine and all Southern Oregon visitors centers. Those most likely to visit are yuppies and above without children with an average stay of 2-3 days. The Bureau has published the visitor's guide, updated the website, maintains a toll-free phone number, has the new shadows pictures and has 36 volunteers who field phone calls about events and activities in the area. In addition, Kurtz attends four trade shows each year. Ryan stated Roseburg should be included in the Harley Davidson road atlas that has highlights of scenic byways and draws a large crowd. Gershon noted the annual report cites 40,201 website hits. Kurtz stated the Bureau is still focusing on the rubber tire marketing, magazines, brands and evaluation of current and future niche features. There is a new brochure featuring Crater Lake and they hosted an article with Frank Moore in the Field and Stream Magazine with a little section about the Land of Umpqua.

MUSEUM SPONSORSHIP

Gershon reminded the Commission that they sponsored the museum's 10,000 Years of Wine Promotion. The Museum needs attend the next meeting to report on the success of this feature at the museum including visitation numbers and overnight stays. Kurtz said we need to increase our internet marketing. It is not as expensive and relatively easy to do. Randall-Stapleton mentioned that the overall occupancy rate could have gone up because the gas prices have gone up and the hotel costs. Kurtz mentioned that the cost to stay in a hotel was around \$49 after the events of September 11th, and now the cost is back to the normal rate of \$89. This improves the cost total but is not a concrete analysis to compare the occupancy rate. Gershon said to take the maximum amount and divide by the number of rooms which is currently just over 1,000.

HARVEST FESTIVAL DEBRIEFING

Leif discussed the success of the Harvest Festival. The rides went well; weather was a slight deterrent; punkin chunkin broke in the midst of the day, the classic car show went well; the dog show was a success. The only disappointment was that people did not stay for the concert at the end of the day. Randall-Stapleton noted a suggestion to have the concert on Friday evening to start off the Harvest Festival. It then wouldn't deter other events taking place during the day, and people would be more apt to attend. The cost may not be worth keeping the concert. There is a discussion to have the festival a week earlier and not during a home game for the Oregon Ducks or Oregon State Beavers, if possible. There is still going to be discussion on fundraisers and how to collect donations during the festival. The Roseburg Run mentioned they would like to be a participant in next year's festival. Leif thought a local talent show at the Half Shell would be fun during the day. The Harvest Festival meeting is scheduled for Wednesday, October 24th at 4:00 p.m.

AUTHORITIES AND LIMITATIONS

Gershon stated that Harvest Festival is now a subcommittee. The City Council approved these subgroups which now also include the Air Fair and a Fourth of July Celebration. Staff will meet with City Council at 4:30 p.m. on October 30th to seek guidance regarding these sub-groups and appropriate policies for the same. Internally, Staff is also meeting to review a draft "special events handbook" outlining the various permits required for events.

GOOD OF THE ORDER

Topics for inclusion at the next meeting: Goal setting, CD/TV's in hotel lobbies, museum report, plan and responsibilities for donations and Commission Duties/Responsibilities as outlined in the Municipal Code.

Meeting adjourned at 5:33 p.m.

Koree Tate
Administration Assistant